



TIER PROJECT FINDINGS: UNIVERSITY OF IOWA

OCTOBER 2015

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METHODOLOGY

Ad Astra gathered facilities, section schedule, student, and faculty data from the University of Iowa, Iowa State University, and the University of Northern Iowa. These data were then discussed and refined with campus subject matter experts. Spring 2014 and Fall 2014 schedules were then analyzed using Ad Astra's patented analytics software in a framework called the Higher Education Scheduling Index (HESI). The HESITM metrics, which have been used on more than 114 campuses (roughly half of which are four-year public institutions), form the basis of our findings and a context against which Ad Astra interprets data. The metrics objectively describe the effectiveness of the course and room scheduling processes at each university and contextualize each finding relative to the industry using a percentile ranking (higher is always better).

INTRODUCTION

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ASSIGNMENT

Ad Astra Information Systems[™] was directed by the Board of Regents of the State of Iowa to pursue these two business cases as part of the TIER Project:

SSU-03

IMPROVE UTILIZATION OF CLASSROOM SPACE THROUGH SCHEDULING POLICY

SSU-04

OPTIMIZE FACULTY ALLOCATION THROUGH A
DATA-INFORMED, STUDENT-CENTERED COURSE SCHEDULE

Analysis, findings, recommendations and implementation strategies for SSU-03 have been expanded to include both classrooms and teaching laboratories.

LIMITATIONS TO THE FINDINGS

While the metrics provide insights into the allocation of critical resources, there are important limitations to consider. These data were derived from student information systems that are principally designed to process transactions, and therefore, were not optimized to support analysis. As a result, some data points (such as maximum enrollment per section) are commonly edited to support the registration or room scheduling processes. While Ad Astra and its campus contacts worked diligently to address data integrity for the purpose of this analysis, the scale of data prohibits Ad Astra from being able to claim that every section and room have been completely vetted and updated.

At the request of all three universities, "Like" institutions in this study are limited four-year public institutions in our database with the same Carnegie classification as the university being analyzed. This reduces the comparison group from 62 four-year public institutions to 11 Research Universities (very high research activity) and 21 Master's College and Universities (larger programs), respectively.

References to course offering change "candidates" must all be reviewed by campus experts before schedule changes are made. While the quantity and ratio of these candidates to the overall number of offerings is generally indicative of schedule alignment to student needs, it should be assumed that some candidates should not be acted upon, and that other appropriate changes to the schedule might not be listed as candidates.

Additionally, the analysis results suggest no need for additional, traditional classroom space, but do not speak to the quality of existing space, the need to renovate or replace existing space, or the space's relevance to evolving pedagogy. Some space may need to be renovated and/or reconfigured (which would involve additional cost), but Ad Astra does not see a need to construct net new space (and take on the financial burden of its maintenance), unless older buildings with significant deferred maintenance are subsequently taken offline. Assumptions are made in the model to infer capacity of academic space, such as the ability to support 80% utilization during primetime, that do not perfectly apply to all institutions. While the lowa BOR uses a 50-hour week for space utilization reporting, differences in the duration of the scheduling weeks of the three universities (and the institutions in the HESI database) make utilization comparisons inherently difficult.

ABOUT THE HESI

WHAT IS THE HESI?

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The HESI metrics are updated quarterly as new institutions are measured and added to the database. The Spring 2015 database utilized for this report includes findings from 114 public and private institutions.

HESI TERMINOLOGY AND METRICS

GENERAL TERMS

Mean Performance — Average values for each metric among all institutions compared

Like Mean Performance — Average values for each metric among all 'like' institutions (e.g., four year public)

Percentile of All Institutions — Percentile ranking of this institution in comparison with peers

COURSE OFFERING METRICS

Average Enrollment — Average value of the enrollment (census) per section for the term

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Addition Candidates Offered — The percentage of total Addition Candidate sections in a schedule, limited to those courses offered in the Analysis

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potentially be removed from the schedule based on insufficient demand to justify these sections

Elimination Candidates — The percentage of total sections in a schedule associated with courses that could potentially be removed from the schedule based on insufficient demand to justify these courses. Criteria: total enrollment less than 10 and less than 50% enrollment ratio

CLASSROOM CAPACITY METRICS

Classroom Utilization Standard Week - The percentage of hours in a standard scheduling week (as defined by each institution's usage patterns) that a typical classroom is in use

Classroom Utilization Prime Week — The percentage of hours in the primetime subset of a scheduling week (as defined by each institution's usage patterns) that a typical classroom is in use

Prime Ratio — Percentage of hours scheduled

during primetime hours (Prime hours / Total hours)

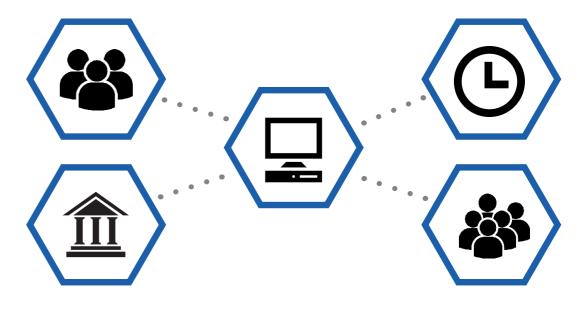
Seat Fill Utilization (Enrollment) — The percentage of seats in use (based on enrollment) in a classroom when it is scheduled (Enrollment divided by room capacity)

Seat Fill Utilization (Enrollment Cap) — The percentage of seats in use (based on section enrollment caps) in a classroom when it is scheduled (Enrollment cap divided by room capacity)

Off-Grid Utilization — The percentage of scheduling using non-standard meeting patterns (i.e. not on-grid meeting patterns) during primetime hours

Off-Grid Waste — The percentage of capacity wasted by scheduling using non-standard meeting patterns (i.e. not on-grid meeting patterns) during primetime hours

THE SCHEDULE IS COMPLEX



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HIGH-LEVEL FINDINGS

High-level findings, below, represent a distillation of the more detailed analysis in this document and the associated reports. These findings represent the most significant opportunities and/or observations for the university.

	Finding	Rationale	Impact	Implementation
Finding 1 (SSU-03)	No additional, traditional classroom space is currently needed	Below average (58%) primetime classroom utilization, well below 80% bottleneck level	Each additional classroom costs roughly \$250,000 (initially) and \$6,000 (annually) to maintain ¹	Policy to limit off- grid scheduling and room ownership could increase effective capacity
Finding 2 (SSU-03)	Departmental ownership of classrooms and labs limits the university's ability to efficiently meet students' needs	134 of the 272 general purpose classrooms on the main campus are departmentally controlled and poorly utilized	Significant improvements in efficiency, capacity to support enrollment growth and change, and the ability to centrally manage space	Policy to centrally assign general purpose classrooms and centrally update room inventories
Finding 3 (SSU-04)	The University of lowa does a good job of meeting students' course needs, but some opportunities exist	Two key HESI metrics place the University of Iowa in the 89 th and 75 th percentile, respectively, in course access. High off-grid scheduling creates registration conflicts.	Increase in velocity to degree completion and resulting increases in retention/ completions	Form a team to regularly perform university-wide course demand analysis and monitor off-grid scheduling
Finding 4 (SSU-04)	Significant opportunities exist to improve the efficiency of faculty allocation	15% of offerings in historical schedules are statistically not needed by students	Significant reduction in offerings and related instructional cost	Create a policy to limit the percentage of unneeded offerings in a schedule for each academic unit
Finding 5 (General)	A targeted data warehouse could greatly benefit the University and the Board of Regents	Manual process of data collection is labor-intensive and prone to error	Accurate, homogenized tracking of performance and longitudinal progress with little effort	Creation of a targeted data warehouse with common data formatting for all three institutions

¹ - Society of Colleges and University Planners

FINDINGS DETAILED



Finding 1: We see the ability to support significant enrollment growth with existing classroom space. Key policies to maximize enrollment capacity should focus on off-grid scheduling and room ownership.



Finding 2: University of Iowa's generally assigned classrooms are utilized to a level of almost 3 times that of the 134 departmentally owned classrooms. Those "owned" rooms make up 39% of the classroom inventory and significantly limit effective enrollment capacity and the ability to meet students' course needs. Additionally, detailed information (equipment, technology, etc.) about lab space is not centrally maintained, limiting the ability to effectively manage that space at a university level.



Finding 3: A low number (20%) of University of Iowa's courses are overloaded (>95% full at census date). There are also a low number of additional sections needed, but not offered (20% of existing section count) to meet student need (well below the like institution average of 29%, placing the University of Iowa in the 89th percentile).



Finding 4: Course offering efficiency is slightly below average, compared to other four-year public institutions. University of Iowa does not centrally and comprehensively analyze offerings each term from each academic unit. The University could greatly benefit from adding this process, especially if coupled with data-driven policy to ensure efficiency and effectiveness from each unit.



Finding 5: While all three universities employ different student information systems, common practices can and should be adopted for storing schedule and facilities data to facilitate consistent analysis at the state level.

Below is a breakdown of the University of Iowa's Fall 2014 benchmarks against the 17 HESI indices. The University is compared to like institutions (four year public in the same Carnegie classification). Finally, the University is given a percentile ranking placing performance relative to all institutions in the HESI for each metric.

COURSE ACCESS

	University of Iowa Findings	Potential Goal	HESI Like Mean	Percentile
Off-Grid Waste	28%	10 - 15%	18%	10%
Overloaded Course Ratio	20%	10 - 15%	29%	89%
Addition Candidates Offered	2%	1%	5%	75%
Average				58%

RESOURCE EFFICIENCY

Resource Efficiency	University of Iowa Findings	Potential Goal	HESI Like Mean	Percentile
Enrollment Ratio	77%	80 -85%	79%	40%
Classroom Utilization	40%	50 - 55%	51%	10%
Seat Fill (Enroll)	56%	65 - 70%	64%	10%
Average				20%

OTHER

	University of Iowa Findings	Potential Goal	HESI Like Mean	Percentile
Average Enrollment	25	27 - 28	29	20%
Average Enrollment Cap	33	N/A	37	30%
Balanced Course Ratio	37%	50 - 55%	33%	67%
Under-utilized Course Ratio	42%	30 -35%	38%	22%
Reduction Candidates	13%	5 - 8%	12%	22%
Elimination Candidates	2%	2%	5%	78%
Primetime Classroom Utilization	58%	N/A	70%	40%
Prime Ratio	59%	50 - 55%	62%	60%
Off-Grid Utilization	61%	30 - 40%	50%	20%
Standard Week Hours	70	N/A	60	80%
Primetime Hours	28	N/A	27	60%
Average				42%

OUR RECOMMENDATIONS

OVERVIEW

The University of Iowa has a dedicated team that manages classroom scheduling. This team manages classroom assignments through a commercial software package that includes an optimization algorithm that they leverage effectively.

University of Iowa has also begun to analyze course demand and more closely scrutinize offgrid scheduling. There is also an interest in limiting or doing away with classroom ownership. Strong interest exists to leverage course schedules to help students accelerate time to degree completion.

We did not uncover "hard" policy restrictions that enforced best practices. Policy is the most reliable approach to continued improvement, given the inherently decentralized nature of academic scheduling. Additionally, we recommend that goals be set by the Provost's office for improvement in some of the metrics listed below to define and objectively track progress – longitudinally, across like terms.



CREATE A SCHEDULE REFINEMENT TEAM

As mentioned above, University of Iowa should form a Schedule Refinement Team consisting of representatives from the Provost's Office, the Registrar's Office and Academic Units. This team should, ideally, have 6-8 members and review course demand with the goal of suggesting refinements to the rolled-forward course schedules.

OPPORTUNITIES IN THIS AREA INCLUDE THE FOLLOWING:

Merging this team with the room scheduling team to increase the coordination of their processes, goals, and policies. Course scheduling and room scheduling are inherently interdependent activities which are rarely coordinated sufficiently to leverage interdependencies.

THIS ACTION WOULD ENABLE THE UNIVERSITY TO:

- 1) Meet enrollment needs with finite faculty and space. Unneeded offerings and late cancellations superficially limit capacity of academic space. Additionally, a false belief of being "out of space" keeps many institutions from adding offerings that they know students need.
- 2) Set team goals and policies. Following a change management system that includes celebration of a student-focused scheduling approach and related wins (internally and externally).
- 3) Integrate historical course demand analysis with student pathways and/or student-specific progress through degree rules. This forward-looking assessment of students' course needs is an effective way to enhance the existing historical schedule analysis to better predict changes based on enrollment shifts, degree rule/pre-requisite changes and student preferences. Additionally, degree audit integration now allows pathways to be implemented to focus students and improve time to completion.



CREATE A TARGETED DATA WAREHOUSE

Data for this analysis was gathered from the Maui Student Information System and the room scheduling team's room inventory database. This manual process required University of Iowa to create spreadsheets that Ad Astra imported into its system. Subsequent analysis of the three universities, regardless of how it's performed, will require similar manual intervention unless a targeted data warehouse is created.

THIS ACTION WOULD ENABLE THE UNIVERSITY TO:

- 1) Have one location that contains the most up-to-date information. This location could host detailed data on rooms, sections, faculty and students would greatly improve the feasibility for ongoing analysis.
- 2) Set standard, repeatable methods for managing inherent data complexities. This would improve consistency and accuracy of findings. Complexities include cross-listing, teaching modality, section cap inconsistencies, room types and features, and independent study courses or other courses needing to be filtered from this type of analysis.
- 3) Gain a deeper understanding of all academic space and its utilization. Limited information is stored centrally on the university's many departmentally owned rooms.
- 4) Centralize ongoing analysis. Findings generated for each institution can be shared with the Board of Regents in a generic format and compared with like-institutions' performance.



CREATE OBJECTIVE POLICIES

Create objective policies to ensure effective scheduling from the many academic units involved in this decentralized process.

POLICIES SHOULD HAVE THESE ATTRIBUTES:

- 1) A Grassroots orientation. Policy should originate from consensus on opportunities to pursue within the university. Policies originating from the university (v. the Board of Regents) are more likely to have their intended result of mobilizing stakeholders to improve outcomes.
- 2) Focus. A policy should focus on equity that minimizes the common phenomena of effective, efficient academic units subsidizing other academic units.
- 3) Objectivity gained from the analysis of prioritized findings. Policy implementations often fail because they are either too hard to measure/enforce or they are based on a generic but not necessarily applicable set of best practices. For example: if the goal is to improve capacity and course access by staying on a primetime meeting pattern grid, policy could be focused directly on adherence to the grid and minimizing capacity waste from off-grid scheduling.
- 4) Prioritization from alignment to the most important goals. Policy should not be implemented where it is not needed or where there is not an institutional priority.

SPACE UTILIZATION FINDINGS (FALL TERM)

Statistically, these findings show below average efficiency. Highlights include the following:



FINDING #1: Classroom utilization is below average

Classrooms are, on average, in use 40% of the hours in University of Iowa's standard scheduling week. This is below the like institution average of 51% (this places the University of Iowa in the 10th percentile).

University of Iowa's scheduling week of 70 hours is longer than the like institution average of 60 hours, placing the school in the 80th percentile.

A moderate percentage of activities are scheduled in primetime (59% of total hours). The like institution average is 62% and University of Iowa is in the 60th percentile.

When assigned, classrooms are not filled very effectively. On average, 56% of the seats in a room are occupied (based on census enrollment) compared to the like institution average of 64%. This places University of Iowa in the 10th percentile.

Primetime bottlenecking is not evident, given relatively low levels of primetime utilization, 58% compared to the like institution average of 70% (40th percentile).

OPPORTUNITY: Consider slight increases in enrollment caps for some courses and refine course offering schedules to improve room fill rates



FINDING #2: As referenced above, Off-Grid scheduling and related waste are well above average, negatively impacting students' ability to get conflict-free schedules

During primetime, 61% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR

Some degree of off-grid scheduling is unavoidable, but 61% is worse than like institution average of 50%. This places the University of Iowa in the 20th percentile.

Off-Grid Waste of 28% is worse than the like institution average of 18% (10th percentile). Improvement to average levels, or even goal levels of 10% is attainable with policy

OPPORTUNITY: Target policy limits of 30% off-grid scheduling and 10% off-grid waste



COURSE OFFERING FINDINGS

(UNDERGRAD, FALL TERM)

Statistically, these findings show slightly below average efficiency and well above average course access for students. Highlights include the following:



FINDING #1: There are low levels of "Addition Candidates" (additional sections statistically needed to be added to meet student demand)

Sections needed but not offered amount to 2% of existing schedules, as compared to the like institution average of 5% (75th percentile).

OPPORTUNITY: Reallocation of faculty using targeted cuts and additions in the schedule to meet student course demand, especially for required courses



FINDING #2: A relatively low percentage of the courses offered are Overloaded (>95% full at census date)

20% of the courses are Overloaded, compared to the like institution average of 29% (placing University of Iowa in the 89th percentile).

OPPORTUNITY: Reallocate faculty, and focus adjunct assignments to address the relatively low number of courses with pent-up demand



FINDING #3: Allocation of faculty could be more efficient

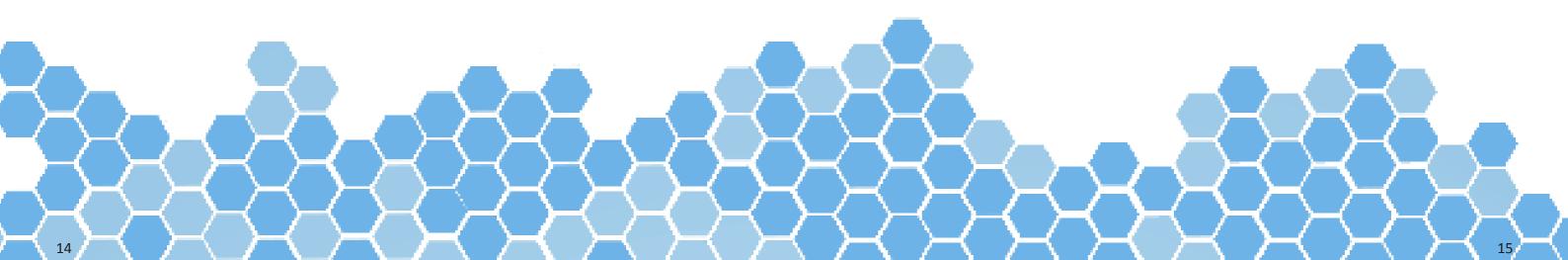
The overall Enrollment Ratio of 77% (census enrollment to enrollment caps) is slightly lower than the like institution average of 79% (40th percentile).

Average enrollments of 25 and enrollment caps of 35 are below the like institution averages of 29 and 37, respectively.

Sections that are statistically not needed are moderate, compared to industry averages

- Sections not needed from courses with multiple offerings in a term make up 13% of the total schedule, compared to 12%, on average, for like institutions (22nd percentile).
- Sections potentially not needed from courses with a single offering in a term make up 2% of the total schedule, compared to 5%, on average, for like institutions (78th percentile).

OPPORTUNITY: Develop a policy that sets a maximum percentage of sections offered that are Reduction and Elimination Candidates for each academic unit (e.g. no academic unit can have more than 10% of the sections it controls classified as Reduction Candidates)



COURSE OFFERING FINDINGS (CONTINUED)



FINDING #4: Off-Grid scheduling and related waste is well above average, negatively impacting students' ability to get conflict-free schedules

During primetime, 61% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR.

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MORE ABOUT AD ASTRA INFORMATION SYSTEMS

Since 1996, Ad Astra has partnered with more than 800 colleges and universities to transform campuses by optimizing resources and creating student-friendly schedules. As a result, institutions have successively maximized capacity, improved efficiency and advanced student success.

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CONTACT US

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6900 W. 80TH STREET SUITE 300 OVERLAND PARK, KANSAS 66204 913-652-4100





TIER PROJECT FINDINGS: IOWA STATE UNIVERSITY

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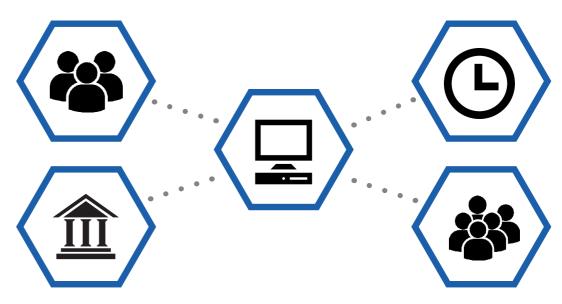
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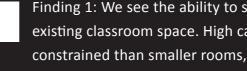
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Finding 2 (SSU-03)	Additional labs may be needed in the most constrained lab types	Laboratory space is a bottleneck for some disciplines	Alleviating the laboratory bottlenecks will eliminate one barrier currently restricting growth in some popular programs	Add additional space or renovate to repurpose existing, underutilized space. Consider strategies to optimize set-up times.	
Finding 3 (SSU-04)	lowa State employs an exemplary course scheduling process	Top 20% in efficiency and student-friendly metrics and a model schedule review process	Course Availability Group leverages course demand analysis to meet students' needs	Continued, university-wide course demand analysis integrated with classroom assignment	
Finding 4 (SSU-04)	Targeted efficiency and student success opportunities exist	Enrollment Ratios (50 th percentile) suggest opportunities for targeted improvements	Reduction in offerings and related instructional cost; potential to improve course access	Integration of student pathways and/or degree rules into course demand analysis	
Finding 5 (SSU-04) (General)	A targeted data warehouse could greatly benefit the University and the Board of Regents	Manual process of data collection is labor-intensive and more prone to error	Accurate, homogenized tracking of performance and longitudinal progress with little effort	Creation of a targeted data warehouse with common data formatting for all three institutions	

¹ - Society of Colleges and University Planners

FINDINGS DETAILED



Finding 1: We see the ability to support existing enrollment growth with existing classroom space. High capacity (100+ seat) rooms are much more constrained than smaller rooms, meaning that stricter policies will be needed to support additional high-enrollment sections. Additional 100+ seat classrooms may need to be added in the future.



Finding 2: Utilization levels of over 60% of the standard week hours are not sustainable in lab space without significant trade-offs. An additional 4-5 labs would support growth and quality.



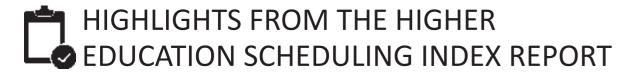
Finding 3: We have only seen one other institution that has, on their own initiative, formed a team and suggested schedule changes based on statistical analysis. This is a rare, important accomplishment.



Finding 4: While historical course demand analysis and enrollment projects have allowed Iowa State University to make targeted schedule adds and cuts, forward-looking predictive analytics add new efficiency and student success opportunities.



Finding 5: While all three universities employ different student information systems, common practices can and should be adopted for storing schedule and facilities data to facilitate consistent analysis at the state level.



Below is a breakdown of Iowa State University's Fall 2014 benchmarks against the 17 HESI indices. The University is compared to like institutions (four year public in the same Carnegie classification). Finally, the University is given a percentile ranking placing performance relative to all institutions in the HESI for each metric.

COURSE ACCESS

	Iowa State Findings	Potential Goal	HESI Like Mean	Percentile
Off-Grid Waste	18%	10 - 15%	18%	50%
Overloaded Course Ratio	26%	15 - 20%	29%	78%
Addition Candidates Offered	1%	1%	5%	100%
Average				76%

RESOURCE EFFICIENCY

	Iowa State Findings	Potential Goal	HESI Like Mean	Percentile
Enrollment Ratio	81%	83 - 88%	79%	50%
Classroom Utilization	56%	55 - 60%	51%	50%
Seat Fill (Enroll)	73%	73 - 78%	64%	90%
Average				63%

OTHER

	Iowa State Findings	Potential Goal	HESI Like Mean	Percentile
Average Enrollment	33	34 - 35	29	90%
Average Enrollment Cap	41	N/A	37	90%
Balanced Course Ratio	42%	45 - 50%	33%	100%
Under-utilized Course Ratio	32%	25 - 30%	38%	56%
Reduction Candidates	6%	3 - 5%	12%	89%
Elimination Candidates	2%	2%	6%	100%
Primetime Classroom Utilization	65%	N/A	70%	10%
Prime Ratio	83%	50 - 55%	62%	1%
Off-Grid Utilization	55%	30 - 40%	50%	40%
Standard Week Hours	50	N/A	60	30%
Primetime Hours	35	N/A	27	90%
Average				63%

RECOMMENDATIONS

OVERVIEW

Iowa State employs an effective and very sophisticated process of allocating faculty and space through academic schedules. They are one of the few institutions we have seen that has taken the initiative to comprehensively analyze course demand trends and refine schedules accordingly. The team that regularly reviews and refines schedules, called the Course Availability Group, is emblematic of the crossdepartmental structure that we recommend clients adopt. This team, and the integrated room scheduling team, use data and systems to inform allocation and measure utilization.

Classroom assignments are managed through a commercial software package that includes an optimization algorithm that they leverage effectively. Iowa State has also recently conducted a classroom study where an architectural firm reviewed usage and performed a qualitative analysis. This study suggested a need for renovation of nearly 50% of existing classrooms over the next five years, and a moderate amount of new space to support continued enrollment growth and multiple teaching strategies.

While best practices are prevalent, we did not uncover "hard" policy restrictions that enforced these best practices. Policy is the most reliable approach to continued improvement, given the inherently decentralized nature of academic scheduling. Additionally, we recommend that goals be set by the Provost's office for improvement in some of the metrics listed below to define and objectively track progress – longitudinally, across like terms.



ENHANCE THE SCHEDULE REFINEMENT TEAM

As mentioned above, Iowa State has taken exemplary initiative in forming the Course Availability Group and a team that professionally manages classroom space. Opportunities in this area, therefore, are continued enhancement to an already solid approach.

OPPORTUNITIES FOR CONTINUED ENHANCEMENT:

- 1) Celebrate your student-focused scheduling approach and share it. Iowa State objectively creates student-friendly schedules. This should be highlighted to faculty, administration, and students.
- 3) Consider the integration of student pathways and/or degree rules into the analysis performed by the Course Availability Group. This forward-looking assessment of students' course needs is an effective way to enhance the existing historical schedule analysis already performed by this team to better predict changes based on enrollment shifts, degree rule/pre-requisite changes and student preferences. Additionally, some institutions have found pathways to be an effective way to focus students and improve time to completion.



CREATE OBJECTIVE POLICIES

Objective policies are the best method Ad Astra has seen to ensure effective scheduling from the many academic units involved in this decentralized process.

POLICIES SHOULD HAVE THESE ATTRIBUTES:

- 1) A grassroots orientation. Policies should originate from consensus on opportunities to pursue within the University. Policies originating from the University (v. the Board of Regents) are more likely to have their intended result of mobilizing stakeholders to improve outcomes.
- 2) Focus. A policy should focus on equity that minimizes the common phenomena of effective, efficient academic units subsidizing other academic units.
- 3) Objectivity gained from the analysis of prioritized findings. Policy implementations often fail because they are either too hard to measure and enforce or they are based on a generic but not necessarily applicable set of best practices. For example: if the goal is to improve capacity and course access by staying on a primetime meeting pattern grid, policy could be focused directly on adherence to the grid and minimizing capacity waste from off-grid scheduling.
- 4) Prioritization from alignment to the most important goals. Policies should not be implemented where they are not needed or where there is not an institutional priority.

CREATE A TARGETED DATA WAREHOUSE

Data for this type of analysis was gathered from the Kuali ERP system and from the facilities management team's room inventory database. This was a manual process requiring Iowa State to create spreadsheets that Ad Astra subsequently imported into its system for analysis. Subsequent analysis of the three universities, regardless of how it's performed, will require similar manual intervention unless a targeted data warehouse is created.

THIS ACTION WOULD ENABLE THE UNIVERSITY TO:

- 1) Have one location that contains the most up-to-date information. This location could host detailed data on rooms, sections, faculty and students would greatly improve the feasibility for ongoing analysis.
- 2) Set standard, repeatable methods for managing inherent data complexities. This would improve consistency and accuracy of findings. Complexities include cross-listing, teaching modality, section cap inconsistencies, room types and features, and independent study courses or other courses needing to be filtered from this type of analysis.
- 3) Gain a deeper understanding of all academic space and its utilization. Limited information is stored centrally on the university's many departmentally owned rooms.
- 4) Centralize ongoing analysis. Findings generated for each institution can be shared with the Board of Regents in a generic format and compared with like-institutions' performance.

SPACE UTILIZATION FINDINGS (FALL TERM)

Professional space management systems and processes managed by a competent team are evidenced statistically in how Iowa State manages academic space. Highlights include the following:



FINDING #1: Classroom Utilization is better than average, but (as has been discussed) this is partially due to a shorter than average scheduling week

Classrooms are, on average, in use 56% of the hours in Iowa State's standard scheduling week. This is slightly better than the like institution average of 51% (this places Iowa State in the 50th percentile).

Iowa State's scheduling week of 50 hours is shorter than the like institution average of 60 hours, placing Iowa State University in the 30th percentile.

The shorter scheduling week also leads to a high percentage of activities in primetime (83% of total hours). The like institution average is 62% and Iowa State is in the 1st percentile.

When assigned, classrooms fill very effectively. On average, 73% of the seats in a room are occupied (based on census enrollment) compared to the like institution average of 64%. This places Iowa State in the 90th percentile on this important finding.

Some bottlenecking is evident in the largest capacity rooms (100+ seats) where the ability to add additional sections is mostly limited to non-primetime meeting patterns.

Primetime bottlenecking is not a major issue, given relatively low levels of primetime utilization, 65% compared to the like institution average of 70% (10th percentile).

OPPORTUNITY: Consider heavier non-primetime and evening scheduling to support future enrollment growth needs (no additional, traditional classrooms appear to be needed at this time)



FINDING #2: As referenced above, Off-Grid scheduling and related waste is worse than average, infringing on classroom capacity

During primetime, 55% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR.

18% of Iowa State's classroom capacity is effectively "wasted" through this practice. The like institution average is 18%, and Iowa State is the 50th percentile.

OPPORTUNITY: Targets policy limits of 30% off-grid scheduling and 10% resulting waste. More stringent limits may be needed in 100+ seat classrooms



FINDING #3: Certain Labs are bottlenecked, while overall lab utilization is moderate

Overall, utilization of the 235 labs is moderate – 36% v. 56% in classrooms.

There is also little difference in primetime (40%) v. standard week (36%) utilization (very little primetime compression).

10 of the 65 distinct lab types have high utilization

- 4 lab types and 5 total rooms over 60% (Lab Mechanical Engineering 2 rooms averaging 77% utilization, Lab Chemistry Computer Lab 1 room at 65%, Lab Industrial and Mfg. Systems Eng. and Mechanical Engineering Manufacturing Lab 1 room at 64%)
- 7 lab types and 34 rooms between 50 and 60%, most notably Biology and Physics, where there is a need to greatly increase the number of introductory classes

OPPORTUNITY: Renovation and/or new construction to add 3-5 targeted labs in the most bottlenecked lab types



COURSE OFFERING FINDINGS

(UNDERGRAD, FALL TERM)

Not surprisingly, the process employed to systematically review and suggest refinements to course schedules has paid dividends for Iowa State's students, budget and enrollment capacity. Statistically, these findings are significantly better than average. Highlights include the following:



FINDING #1: There are very few "Addition Candidates" (additional sections statistically needed to be added to meet student demand)

Sections needed, but not offered amount to only 1% of existing schedules, as compared to the 5% like institution average (100th percentile).

The Course Availability Group has been true to its mission in making sure that most courses have sufficient seats to meet student need.

OPPORTUNITY: Continue to emphasize the effective work of the Course Availability Group with an emphasis on courses required for degree completion



FINDING #2: Off-Grid scheduling and related waste is worse than average, infringing on students' ability to get conflict-free schedules

During primetime, 55% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR.

18% of Iowa State's classroom capacity is effectively "wasted" through this practice. The like institution average is 18%, and Iowa State is the 50th percentile.

OPPORTUNITY: Target policy limits of 30% off-grid scheduling and 10% off-grid waste



FINDING #3: Allocation of faculty is relatively efficient

The overall Enrollment Ratio (census enrollment to enrollment caps) is 81%, compared to the like institution average of 79% (50th percentile).

Average enrollments of 33 and enrollment caps of 41 are above like institution averages.

Sections that are statistically not needed are relatively low, compared to like-institution averages.

- Sections not needed from courses with multiple offerings in a term make up 6% of the total schedule, compared to 12%, on average, for like institutions (89th percentile)
- Sections potentially not needed from courses with a single offering in a term make up 2% of the total schedule, compared to 6%, on average, for like institutions (89th percentile)

OPPORTUNITY: Develop a policy capping Reduction and Elimination Candidates for each academic unit to ensure further improvement







6900 W. 80TH STREET SUITE 300 OVERLAND PARK, KANSAS 66204 913-652-4100





TIER PROJECT FINDINGS: UNIVERSITY OF NORTHERN IOWA

OCTOBER 2015

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ABOUT AD ASTRA INFORMATION SYSTEMS

Since 1996, Ad Astra has partnered with more than 800 colleges and universities to transform campuses by optimizing resources and creating student-friendly schedules. As a result, institutions have successively maximized capacity, improved efficiency and advanced student success.

Through integration with a variety of student information and degree audit systems, Ad Astra products and services focus on a data-informed approach to manage academic and event activities as well as reveal important insights into an institution's operational metrics. Additionally, Ad Astra's expertise extends to interpreting and advising clients on how to utilize and implement the findings within an institution's data and understand comparisons to like institutions.

Tom Shaver, Founder and CEO 913.652.4100 | tshaver@aais.com

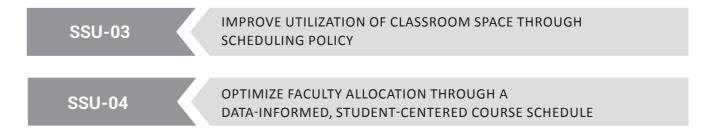
METHODOLOGY

Ad Astra gathered facilities, section schedule, student, and faculty data from the University of Iowa, Iowa State University, and the University of Northern Iowa. These data were then discussed and refined with campus subject matter experts. Spring 2014 and Fall 2014 schedules were then analyzed using Ad Astra's patented analytics software in a framework called the Higher Education Scheduling Index (HESI). The HESITM metrics, which have been used on more than 114 campuses (roughly half of which are four-year public institutions), form the basis of our findings and a context against which Ad Astra interprets data. The metrics objectively describe the effectiveness of the course and room scheduling processes at each university and contextualize each finding relative to like institutions (public, four-year universities in the same Carnegie classification) using a percentile ranking (higher is always better).

INTRODUCTION

ASSIGNMENT

Ad Astra Information Systems[™] was directed by the Board of Regents of the State of Iowa to pursue these two business cases as part of the TIER Project:



Analysis, findings, recommendations and implementation strategies for SSU-03 have been expanded to include both classrooms and teaching laboratories.

LIMITATIONS TO THE FINDINGS

While the metrics provide insights into the allocation of critical resources, there are important limitations to consider. These data were derived from student information systems that are principally designed to process transactions, and therefore, were not optimized to support analysis. As a result, some data points (such as maximum enrollment per section) are commonly edited to support the registration or room scheduling processes. While Ad Astra and its campus contacts worked diligently to address data integrity for the purpose of this analysis, the scale of data prohibits Ad Astra from being able to claim that every section and room have been completely vetted and updated.

At the request of all three universities, "Like" institutions in this study are limited four-year public institutions in our database with the same Carnegie classification as the university being analyzed. This reduces the comparison group from 62 four-year public institutions to 11 Research Universities (very high research activity) and 21 Master's College and Universities (larger programs), respectively.

References to course offering change "candidates" must all be reviewed by campus experts before schedule changes are made. While the quantity and ratio of these candidates to the overall number of offerings is generally indicative of schedule alignment to student needs, it should be assumed that some candidates should not be acted upon, and that other appropriate changes to the schedule might not be listed as candidates.

Additionally, the analysis results suggest no need for additional classroom space, but do not speak to the quality of existing space, the need to renovate or replace existing space, or the space's relevance to evolving pedagogy. Some space may need to be renovated and/or reconfigured (which would involve additional cost), but Ad Astra does not see a need to construct net new space (and take on the financial burden of its maintenance), unless older buildings with significant deferred maintenance are subsequently taken offline. Assumptions are made in the model to infer capacity of academic space, such as the ability to support 80% utilization during primetime, that do not perfectly apply to all institutions. While the lowa BOR uses a 50-hour week for space utilization reporting, differences in the duration of the scheduling weeks of the three universities (and the institutions in the HESI database) make utilization comparisons inherently difficult.

ABOUT THE HESI

WHAT IS THE HESI?

In their work with more than 800 colleges and universities, Ad Astra has gathered critical space, faculty, and resource data to compile the Higher Education Scheduling Index, or HESI. The data highlight key performance metrics and national averages to provide insight to institutions concerning their resource allocation and opportunities for improvement. The HESI metrics also provide a context for comparing institutional performance to a sub-set of like (comparable) institutions.

The HESI metrics are updated quarterly as new institutions are measured and added to the database. The Spring 2015 database utilized for this report includes findings from 114 public and private institutions.

HESI TERMINOLOGY AND METRICS

GENERAL TERMS

Mean Performance — Average values for each metric among all institutions compared

Like Mean Performance — Average values for each metric among all 'like' institutions (e.g., four year public)

Percentile of All Institutions — Percentile ranking of this institution in comparison with peers

COURSE OFFERING METRICS

Average Enrollment — Average value of the enrollment (census) per section for the term

Average Capacity — Average value of the maximum enrollment per section for the term

Enrollment Ratio — Overall average fill rate for course offerings calculated as census enrollment divided by enrollment caps

Balanced Course Ratio — The percentage of unique courses offered that are balanced with student need defined as having an Enrollment Ratio between 70% and 95%

Overloaded Course Ratio — The percentage of unique courses offered that are difficult for students to get because they are over-filled (defined as having an Enrollment Ratio greater than 95%)

Under-utilized Course Ratio — The percentage of unique courses offered that are an inefficient use of faculty resources because they are under-filled - defined as having an Enrollment Ratio less than 70%

Undefined Course Ratio — The percentage of unique courses offered for which an Enrollment Ratio cannot be calculated because, although the course is being offered, the number of seats offered is zero

Addition Candidates — The percentage of total sections in a schedule that could potentially be added to the schedule based on sufficient demand to justify one or more additional sections

Addition Candidates Offered — The percentage of total Addition Candidate sections in a schedule, limited to those courses offered in the Analysis

Reduction Candidates — The percentage of total sections in a schedule that could

potentially be removed from the schedule based on insufficient demand to justify these sections

Elimination Candidates — The percentage of total sections in a schedule associated with courses that could potentially be removed from the schedule based on insufficient demand to justify these courses (Criteria: total enrollment less than 10 and less than 50% enrollment ratio)

CLASSROOM CAPACITY METRICS

Classroom Utilization Standard Week - The percentage of hours in a standard scheduling week (as defined by each institution's usage patterns) that a typical classroom is in use

Classroom Utilization Prime Week — The percentage of hours in the primetime subset of a scheduling week (as defined by each institution's usage patterns) that a typical classroom is in use

Prime Ratio — Percentage of hours scheduled

during primetime hours (Prime hours divided by Total hours)

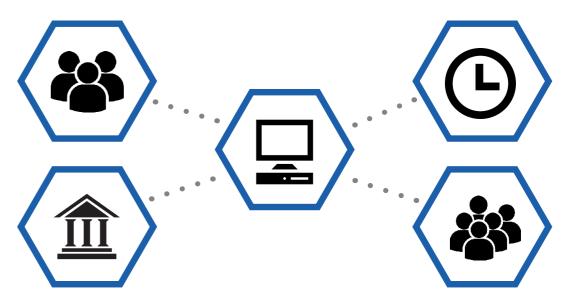
Seat Fill Utilization (Enrollment) — The percentage of seats in use (based on enrollment) in a classroom when it is scheduled (Enrollment divided by room capacity)

Seat Fill Utilization (Enrollment Cap) — The percentage of seats in use (based on section enrollment caps) in a classroom when it is scheduled (Enrollment cap divided by Room Capacity)

Off-Grid Utilization — The percentage of scheduling using non-standard meeting patterns (i.e. not on-grid meeting patterns) during primetime hours

Off-Grid Waste — The percentage of capacity wasted by scheduling using non-standard meeting patterns (i.e. not on-grid meeting patterns) during primetime hours

THE SCHEDULE IS **COMPLEX**

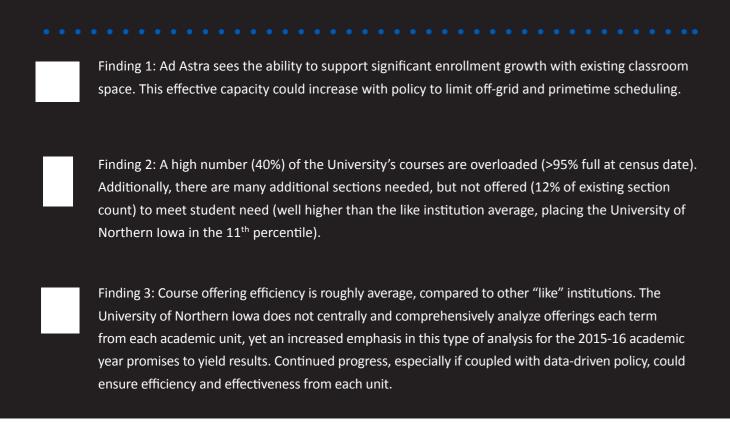


HIGH-LEVEL FINDINGS

High-level findings, below, represent a distillation of the more detailed analysis in this document and the associated reports. These findings represent the most significant opportunities and/or observations for the university.

	Finding	Rationale	Impact	Implementation
Finding 1 (SSU-03)	No additional, traditional classroom space is currently needed	Below average (64%) primetime classroom utilization, well below 80% bottleneck level	Each additional classroom costs roughly \$250,000 (initially) and \$6,000 (annually) to maintain ¹	Policy to limit off- grid and prime time scheduling could increase effective capacity
Finding 2 (SSU-04)	Significant opportunities exist to improve course access for students	Two key HESI metrics place the University of Northern Iowa in the 42 nd and 11 th percentile, respectively, in course access	Significant increase (10% or greater) in velocity to degree completion and resulting increases in retention/ completions	Form a team to regularly perform university-wide course demand analysis
Finding 3 (SSU-04)	Significant opportunities exist to improve the efficiency of faculty allocation	16% of offerings in historical schedules are statistically not needed by students	Significant reduction in offerings and related instructional cost	Create a policy to limit the percentage of unneeded offerings in a schedule for each academic unit

¹ - Society of Colleges and University Planners





HIGHLIGHTS FROM THE HIGHER EDUCATION SCHEDULING INDEX REPORT

Below is a breakdown of the University of Northern Iowa's Fall 2014 benchmarks against the 17 HESI indices. The University is compared to like institutions (four year public in the same Carnegie classification). Finally, the University is given a percentile ranking placing performance relative to all institutions in the HESI for each metric.

Course Access	UNI Findings	Potential Goal	HESI Like Mean	Percentile
Off-Grid Waste	13%	5 - 10%	13%	42%
Overloaded Course Ratio	40%	25 - 30%	39%	42%
Addition Candidates Offered	12%	1 - 5%	7%	11%
Average				32%

Resource Efficiency	UNI Findings	Potential Goal	HESI Like Mean	Percentile
Enrollment Ratio	84%	85 - 88%	87%	25%
Classroom Utilization	41%	55 - 60%	51%	5%
Seat Fill (Enroll)	55%	65 - 70%	64%	1%
Average				10%

Other	UNI Findings	Potential Goal	HESI Like Mean	Percentile
Average Enrollment	23	23 - 24	26	32%
Average Enrollment Cap	27	N/A	30	42%
Balanced Course Ratio	28%	40 -50%	30%	42%
Under-utilized Course Ratio	31%	25 - 30%	30%	37%
Reduction Candidates	10%	5 - 7%	7%	21%
Elimination Candidates	6%	2 - 4%	5%	26%
Primetime Classroom Utilization	64%	N/A	74%	15%
Prime Ratio	68%	50 - 55%	56%	10%
Off-Grid Utilization	31%	20 - 25%	33%	53%
Standard Week Hours	65	N/A	67	20%
Primetime Hours	28	N/A	26	55%
Average				32%

OUR RECOMMENDATIONS

OVERVIEW

The University of Northern Iowa has a dedicated team that manages classroom scheduling. This team manages classroom assignments through a commercial software package that includes an optimization algorithm that they leverage effectively. Utilization levels have fallen, as expected, in the past few years from declines in enrollment.

The university has also recently (May 2014) conducted a study from an internal Course Scheduling Committee. This study addresses many best practices and prioritizes that Ad Astra endorses to address the most critical scheduling consideration – course access to support student success. The committee suggested spreading activities outside of primetime (especially Tuesday and Thursday) and adhering to standard meeting patterns.

As part of the study, 2,500 students also were surveyed, providing the following relevant feedback:

• 28.9% stated that they have not been able to take at least one course required for their major for various reasons. Of that 28.9%, 24% (673 students) noted the reason as the course was full, and 19% said the course was not offered at a convenient time.

• Of the 273 senior students who took the survey, 85 students (30%) took more than 8 semesters to graduate. Of this group, 63 students (22% of total number of seniors) said that they had trouble registering for required courses. (Note: no data was collected regarding students' specific reasons for taking more than 8 semesters to graduate.)

As stated in the High-Level Findings, the University of Northern Iowa does not scrutinize course offerings each term from each academic unit. Some inefficiencies, however, have been identified and addressed in the Fall 2014 schedule (resulting in \$250,000 in adjunct savings). There has also been discussion about implementing a student completion roadmap, which might improve clarity for students and predictability of course demand.

We did not uncover "hard" policy restrictions that enforced best practices. Policy is the most reliable approach to continued improvement, given the inherently decentralized nature of academic scheduling. Additionally, we recommend that goals be set by the Provost's office for improvement in some of the metrics listed below to define and objectively track progress - longitudinally, across like terms.

CREATE A SCHEDULE REFINEMENT TEAM

As mentioned above, the University of Northern Iowa should form a Schedule Refinement Team consisting of representatives from the Provost's Office, the Registrar's Office, and Academic Units. This team should, ideally, have 6-8 members and review course demand with the goal of suggesting refinements to the rolled-forward course schedules.

THIS ACTION WOULD ENABLE THE UNIVERSITY TO:

1) Merge this team with the room scheduling team to increase the coordination of their processes, goals and policies. Course scheduling and room scheduling are inherently interdependent activities which are rarely coordinated sufficiently to leverage interdependencies.

Examples of coordination opportunities include:

- Capacity to meet additional enrollment needs with finite faculty and space. Unneeded offerings and late cancellations superficially limit capacity of academic space. Additionally, a false belief of being "out of space" keeps many institutions from adding offerings that they know students need.
- Ability to set team goals and policies (see below).
- 2) Follow a change management system that includes celebration of a student-focused scheduling approach and related wins (internally and externally).
- 3) Integrate historical course demand analysis with student pathways and/or student-specific progress through degree rules. This forward-looking assessment of students' course needs is an effective way to better predict changes based on enrollment shifts, degree rule/pre-requisite changes, and student preferences. Additionally, some institutions have found pathways to be an effective way to focus students and improve time to completion. As stated in the Overview, the University of Northern Iowa has begun leveraging the recent course scheduling study and a course needs assessment to align schedules with student needs.

A CREATE OBJECTIVE POLICIES

Create objective policies to ensure effective scheduling from the many academic units involved in this decentralized process.

POLICIES SHOULD HAVE THESE ATTRIBUTES:

- 1) A Grassroots orientation. Policy should originate from consensus on opportunities to pursue within the university. Policies originating from the university (v. the Board of Regents) are more likely to have their intended result of mobilizing stakeholders to improve outcomes.
- 2) Focus. A policy should focus on equity that minimizes the common phenomena of effective, efficient academic units subsidizing other academic units.
- 3) Objectivity gained from the analysis of prioritized findings. Policy implementations often fail because they are either too hard to measure/enforce or they are based on a generic but not necessarily applicable set of best practices. For example: if the goal is to improve capacity and course access by staying on a primetime meeting pattern grid, policy could be focused directly on adherence to the grid and minimizing capacity waste from off-grid scheduling.
- 4) Prioritization from alignment to the most important goals. Policy should not be implemented where it is not needed or where there is not an institutional priority.

SPACE UTILIZATION FINDINGS (FALL TERM)

Statistically, these findings show below average efficiency and average adherence to meeting pattern grids. Highlights include the following:



FINDING #1: Classroom Utilization is below average

Classrooms are, on average, in use 41% of the hours in the University of Northern Iowa's standard scheduling week. This is below the like institution average of 51%.

University of Northern Iowa's scheduling week of 65 hours is similar to the like institution average of 67 hours, placing the University in the 20th percentile.

A high percentage of activities are scheduled in primetime (68% of total hours). The like institution average is 56% and the university is in the 10th percentile.

When assigned, classrooms are not filled very effectively. On average, 55% of the seats in a room are occupied (based on census enrollment) compared to a like institution average of 64%. This places the University of Northern Iowa in the 1st percentile on this important finding.

Primetime bottlenecking is not evident, given relatively low levels of primetime utilization, 64% compared to an like institution average of 74% (15th percentile).

OPPORTUNITIES: Consider slight increases in enrollment caps for some courses and refined course offering schedules to improve room fill rates. Additionally, policies limiting off-grid and primetime scheduling would be beneficial.



FINDING #2: As referenced above, Off-Grid scheduling and related waste are slightly better than like institutions, but some improvement to effective classroom capacity is still attainable.

During primetime, 31% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR.

Some degree of off-grid scheduling is unavoidable. 31% is better than the like institution average of 40%. This places the University of Northern Iowa in the 53rd percentile.

Off-Grid Waste of 13% is equal to the like institution average of 13%. Moderate improvement to 10% is very attainable.

OPPORTUNITY: Target policy limits of 20% off-grid scheduling and 10% off-grid waste

COURSE OFFERING FINDINGS

Statistically, these findings show average efficiency and well below average course access for students. Highlights include the following:



FINDING #1: There are very high levels of "Addition Candidates" (additional sections statistically needed to be added to meet student demand)

Sections needed, but not offered amount to 12% of existing schedules, as compared to a 7% like institution average (11th percentile).

OPPORTUNITY: Reallocation of faculty using targeted cuts and additions in the schedule to meet student course demand, especially for required courses



FINDING #2: Off-Grid scheduling and related waste are slightly better than at like institutions, but some improvement to students' ability to get conflict-free schedules is still attainable

During primetime, 31% of the hours scheduled fall outside of the "dominant meeting pattern grid" on MWF and TR.

Some degree of off-grid scheduling is unavoidable. 31% is better than the like institution average of 33%. This places the University of Northern Iowa in the 53rd percentile.

Off-Grid Waste of 13% is equal to the like institution average. Moderate improvement to 10% is very attainable.

OPPORTUNITY: Target policy limits of 20% off-grid scheduling and 10% off-grid waste

(UNDERGRAD, FALL TERM)



FINDING #3: Allocation of faculty could be more efficient

The overall Enrollment Ratio (census enrollment to enrollment caps) is 84%, compared to the like institution average of 87% (25th percentile).

Average enrollments of 23 and enrollment caps of 27 are both below the like institution averages.

Sections that are statistically not needed are moderately high, compared to like institutions.

- Sections not needed from courses with multiple offerings in a term make up 10% of the total schedule, compared to 7% on average for like institutions (21st percentile)
- Sections potentially not needed from courses with a single offering in a term make up 6% of the total schedule, compared to 5% on average for like institutions (26th percentile)

OPPORTUNITY: Develop a policy capping Reduction and Elimination Candidates for each academic unit



FINDING #4: A high percentage of the courses offered are Overloaded (>95% full at census date)

40% of the courses are Overloaded, compared to the like institution average of 39% (placing the University in the 42nd percentile).

OPPORTUNITY: Reallocate faculty, and focus adjunct assignments to address courses with pent-up demand







6900 W. 80TH STREET SUITE 300 OVERLAND PARK, KANSAS 66204 913-652-4100